

**IT'S HERE!**

THE EXCITING  
**NEW**

**POLAROID®**  
*Highlander*  
**LAND CAMERA**



*The  
Low  
Priced*

*...Light  
Weight*

*...Pocket  
Size*

**Picture-in-a-minute Camera**

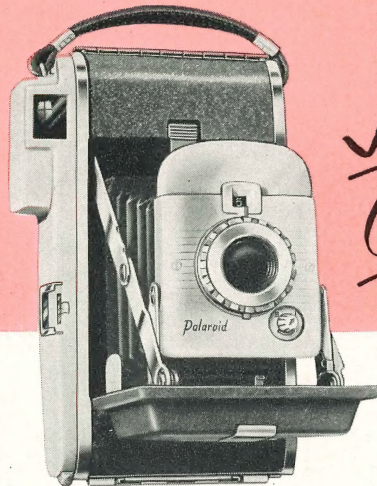


**NEW**... PLASTIC FINISH GIVES  
POLAROID PRINTS LASTING BEAUTY



#### PHOTOGRAPHY'S GREATEST THRILL!

Imagine! Pictures like this — all finished in 60 seconds. Indoors or out, rain or shine, dark days or bright, you'll always get beautiful, sparkling black and white prints — This big! This good!



*JUST  
OUT*

THE NEW  
POLAROID

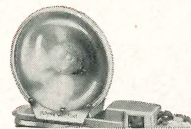
## Highlander CAMERA

It's the picture-in-a-minute camera millions have been waiting for. Now the fun, the excitement of lifting the finished pictures right from the back of the camera can be yours for much, *much* less than ever before. The Highlander costs less to own, less to operate.

**REMEMBER...** the thrill, the fun of seeing your pictures the last time you picked them up at your photo finisher's? Imagine that same thrill every time you take a picture! That's the miracle of a Highlander Camera — you see each picture as you take it.

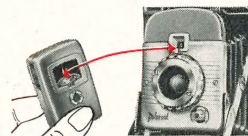
Remember also the disappointment of pictures that didn't come out and couldn't be retaken? This is never a problem with the Highlander. If you don't get exactly what you want the first time, you know right away, and can take it again before your chance is gone forever.

ALL THE COPIES YOU NEED...  
...A FULL LINE OF ACCESSORIES



#### FLASH GUN #281

No wires or plugs — slides into accessory clip and it's ready. Sure-shot B-C gun with safety shield, snap-on diffuser. Built-in exposure guide tells you at a glance the exact shutter setting for a perfect picture..... \$12.95



#### HIGHLANDER EXPOSURE METER PR 23

Just point the meter, read the number, set the camera shutter to the same number for perfect exposures. Clips to camera..... \$13.95



#### CARRYING CASES

Compartment case neatly designed to carry camera, all accessories, extra film and flash bulbs. Top grain cowhide..... \$19.95

Shoulder case for camera, exposure meter. Also cowhide..... \$9.95



#### POLAROID CLOSE-UP KIT #540

Portraits, flower pictures, miniatures, photocopying made easy. Built-in measuring tape gives all necessary camera settings for pictures 6 inches to 36 inches away. In leather case..... \$8.95



#### POLAROID FILTER KIT #541

Three snap-on filters give exciting effects with clouds, scenery and reflections. Comes in handsome leather case..... \$5.95

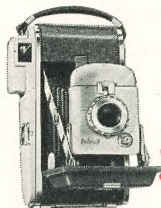


#### COPIES...ENLARGEMENTS

Copies and enlargements of your favorite Highlander snapshots are made directly from your prints by Polaroid's special process. Regular — same as original — or jumbo size copies..... 2 for 25¢.

Enlargements in handsome easel mounts..... 75¢.





# The Highlander

EVERYTHING YOU COULD WANT IN A CAMERA



## FINISHED PICTURES IN ONE MINUTE

You snap the shutter, pull a tab and 60 seconds later lift a finished picture from the back of the camera. The entire thrill of photography crowded into 60 seconds.



## THE BEST PICTURES YOU EVER TOOK

Every picture you take is backed by Polaroid's famous guarantee. If you're ever dissatisfied with the results of any roll, send the prints to Polaroid and receive a new roll free.



## EASY TO LOAD AND USE

No tanks, no liquids. Just drop the film into place. Your pictures come out of the camera absolutely dry, ready to enjoy on the spot.

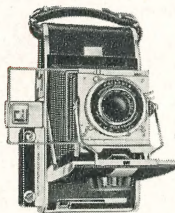


## ECONOMICAL TO OWN AND OPERATE

Make popular wallet-size prints at less cost than conventional pictures of comparable quality. The price you pay for Polaroid film is your only cost.

# NOW

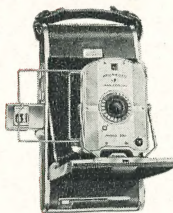
THERE ARE THREE GREAT  
POLAROID LAND\* CAMERAS



### PATHFINDER

The aristocrat of 60-second cameras. High-speed precision shutter (to 1/400th sec.) — fast f/4.5 lens — coupled rangefinder. . . . .

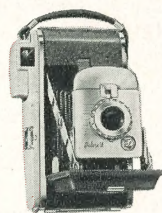
\$249.50



### SPEEDLINER

Medium-priced, all purpose camera. Makes jumbo 3 1/4" x 4 1/4" prints . . . ideal for family fun — perfect for thousands of business uses. . . . .

\$89.75



### HIGHLANDER

Exciting new Polaroid Pocket-size Camera that gives all the fun of and excitement of 60-second pictures more economically than ever before..

\$69.95

\*Named for the inventor, Dr. Edwin H. Land

ASK US FOR YOUR **FREE**  
POLAROID PICTURE

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POLAROID®  
*Highlander*  
LAND CAMERA



The  
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Picture-in-a-minute Camera

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